GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:2100
ANSWERED ON:29.11.2016
Farmers' Portal Website
Ram Mohan Naidu Shri Kinjarapu

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) the details of the information made available to the public through the m-kisan mobile SMS service farmers" portal website launched as part of the National e-Governance Plan;

(b) whether any study has been commissioned to measure the penetration and impact of such a service in the rural and agriculture heartlands of the country, if so, the details thereof along with the outcome thereon;

(c) whether this service is provided in all recognised languages in the country, if not, the time by which the Government plans to provide the service in all the recognised languages; and

(d) whether the Government intends to spread awareness of such a portal amongst the farming community in order to protect their best interest and if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

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(a): Yes, Madam. Knowledge based information is being provided to farmers through a number of web and mobile based applications, including Farmers' Portal and mKisan Portal.

(i) Farmers'Portal (http://farmer.gov.in/): Farmers' Portal is a one stop shop for farmers where a farmer can get information on range of topics including seeds, fertilizer, pesticides, credit, good practices, dealer network, and availability of inputs, beneficiary list and Agromet advisories.

(ii) mKisan Portal (www.mkisan.gov.in): This is unified platform from where Officials and Scientists can send targeted text and voice based advisories to the farmers in their local languages, on a host of issues related agriculture and allied sectors.

In addition, Government has developed mobile apps like Kisan Suvidha, Agrimarket, Pusa Krishi, Crop Insurance, Crop Cutting Experiment etc. for providing agriculture related information to the farmers on their mobile phones.

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(b): Yes, Madam. Independent study has been commissioned to measure the penetration and impact of such a service in the rural and agriculture heartlands of the country and the report on the study is to be submitted by the concerned agency by March 2017.

(c): mKisan Portal supports all recognized languages and delivers crop advisories in the language of the State from where a farmer has registered. Messages from SMS Portal can be sent to the farmers in the language of their choice at the time of registration for the service. This is being achieved with the help of easy phonetic typing in different languages.

(d): The Government has conducted a number of workshops at National and State level involving the States and UTs for sensitizing the initiatives and to educate officials as well as farmers on these initiatives.

The Mobile Applications and the Web based Applications are duly given prominence on the official websites and also through print and electronic media. Special talk Shows, Question- Answer session with farmers are also being held on use of these Portals/Apps on DD Kisan TV Channel. They are also being prominently show cased through various Krishi Melas being held across India.

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